

Name : Sathishanandan V
Staff id : RCAS02125
Designation : Assistant Professor & Head
Department : Visual Communication
Experience : 18+ years
Qualification : MA Masscomm., (Ph.D.)
Specialization: Photography, Communication,
 Film Making, Television Production
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Academics

Degree	Branch	Institution / university	Year of completion
M.A.	Communication And journalism	PSG College of Arts and Science	2007
BA	Sociology	PSG College of Arts and Science	2005

Research and publications

Journal publications

- Mr. Sathishanandan V. “Understanding the reflection of disability through the lens “in international journal of cultural studies and social sciences, Vol-31, issue-01, no.01, January - June: 2024
- Mr. Sathishanandan V .“The effects of technology on interpersonal communication among college students “in Humanities and social science studies journal Vol. 12, issue 02, no. 15, July - December: 2023
- Mr. Sathishanandan V. “A study on the impact of Tamil television channels among homemakers “in Education and society Vol. 47, issue 01, no. 02, January - march: 2023 January - march: 2023
- Mr. Sathishanandan V .“Factors impacting students' use of social media - a study in Rathinam college of arts and science college, Coimbatore, India. “in Shodha Prabha; issn 0974-8946 Volume (वर्ष)-48, प्रदम अंक (issue-01), no.01 : 2023
- Mr. Sathishanandan V. “Social media influence on food choices among youngsters in Coimbatore region” in International journal of cultural studies and social sciences issn 2347-4777 with if=7.138, Vol-20, issue-01, no.33, January - June: 2024

- Mr. Sathishanandan V .“Impact of the usage of artificial intelligence in field of education “in international journal of cultural studies and social sciences issn 2347-4777 with if=7.138, Vol-20, issue-01, no.33, January - June: 2024
- Mr. Sathishanandan V. “ Smoking scenes and alcohol consumption scenes influence the mindset of the teenagers – a psychological perspective “in Indian journal of psychology Issn : 0019-5553 Book no.10 2024
- Mr. Sathishanandan V. “ Analysis the impact of YouTube among influencers as a powerful marketing tool “in History research journal issn 0976-5425 (p) with if=7.86Volume : 30, issue : 02, no. 03, march – April : 2024
- Mr. Sathishanandan V .“The impact of artificial intelligence techniques on social media “in Journal of the school of language, literature and culture studies issn 0972-9682 with if=7.138 Series: 24, book no. 03, year: 2024
- Mr. Sathishanandan V .“ Analysis of the impact of fake news on society “in Journal of the school of language, literature and culture studies issn 0972-9682 with if=7.138 Series: 24, book no. 03, year: 2024
- Mr. Sathishanandan V .“ Social media and its impact on news coverage among youths in Malawi “in Ipe journal of management :: issn 2249-9040 with if=7.138, Vol-13, no-02 January - June: 2024
- Mr. Sathishanandan V. “Prevalence of problematic Instagram use and psychological Distress among college students “in International journal of cultural studies and social sciences Vol-20, issue-2, no.23,:: issn: 2347-4777 (ugc care journal) July - December: 2024
- Mr. Sathishanandan V .“ The silent pressure: analyzing Instagram’s contribution to anxiety in College students” “in Shodhkosh: journal of visual and performing arts Is published in volume 5 issue 4 April 2024 edition Issue 4 April 2024 edition

Presentations

	State level	National	International
Conference	2	1	3
Seminar	3	1	1

Participation

	State level	National	International
Conference	4	1	6
Seminar	16	16	10

Workshop	5	6	-
FDP/PDP	8	7	-

Events organized (seminar/conference/workshop)

- F Series inter college event Cultural competition and musical night from 2021- 2025 every year (Short film contest & Fashion Show) Maximum participant 2000 +
- LIMFA – International conference on Literature, Media, Fashion 2024
- ENVISION - Inter collegiate Cultural event for students under the fine arts students. (English, Visual communication, Costume design and Fashion) 2024 and 2025
- Film Festival for Uyir Club in 2020
- Passed 18 years Conducted various workshop- photography, multimedia , digital marketing, vfx, drawing, ect 2007 - 2025

Invited speaker / session chair- conference / seminar / workshop

- Acted as a Pannel member in Adobe AI Seminar
- Acted as resource person in various college as academic expert and subject expert.
- Invited as guest for various event organised by other college, private organisation, clubs and association.

Members in BoS/ Editorials/ Professional Bodies

- Acted as Bos member for Curriculum design in B.Sc., visual communication Bharathiar university distance education for 5 years from 2020 – 2024
- Acted as Chairperson in ug-board of studies Rathinam college of arts and Science, Coimbatore 7 year